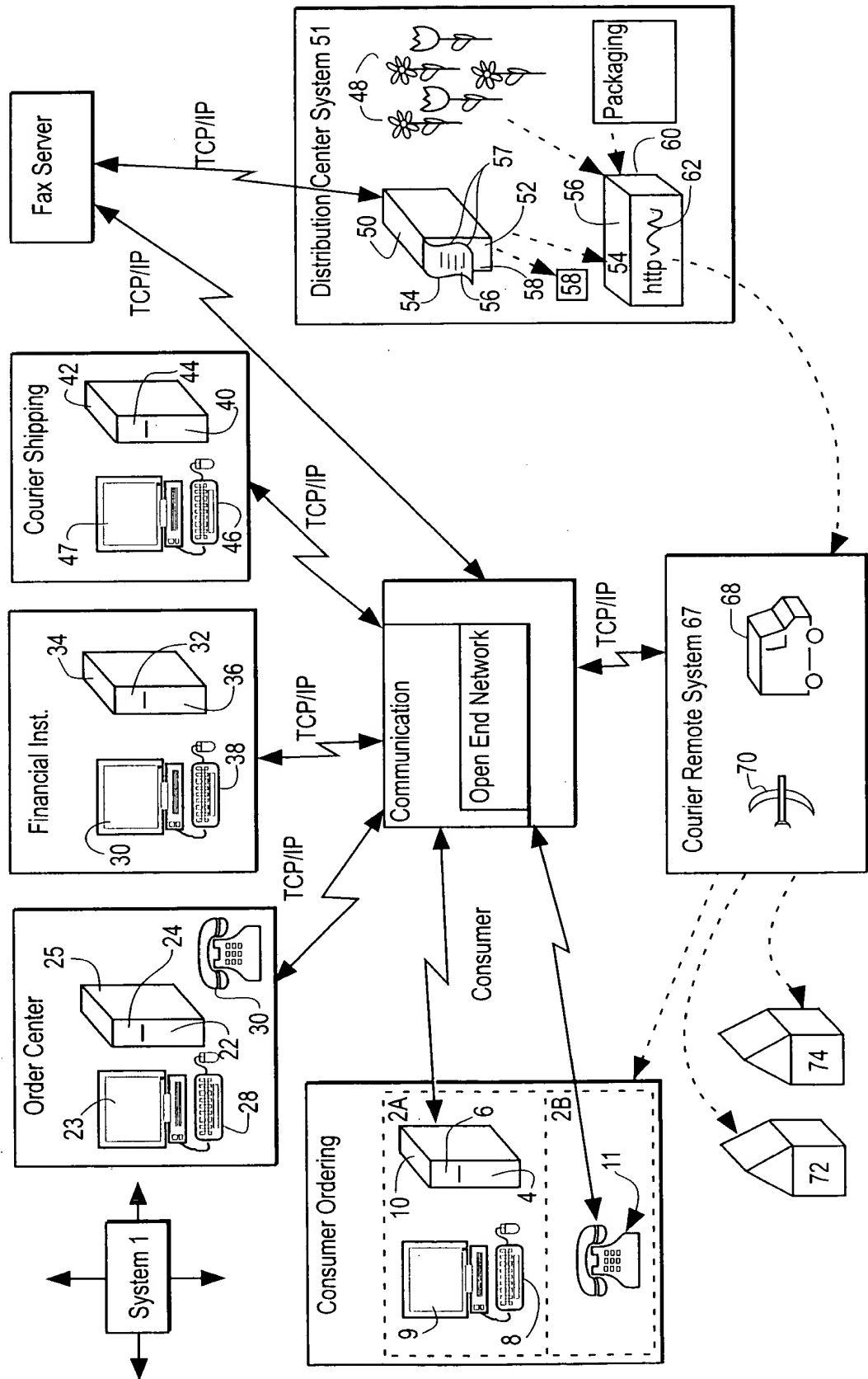


FIG. 1





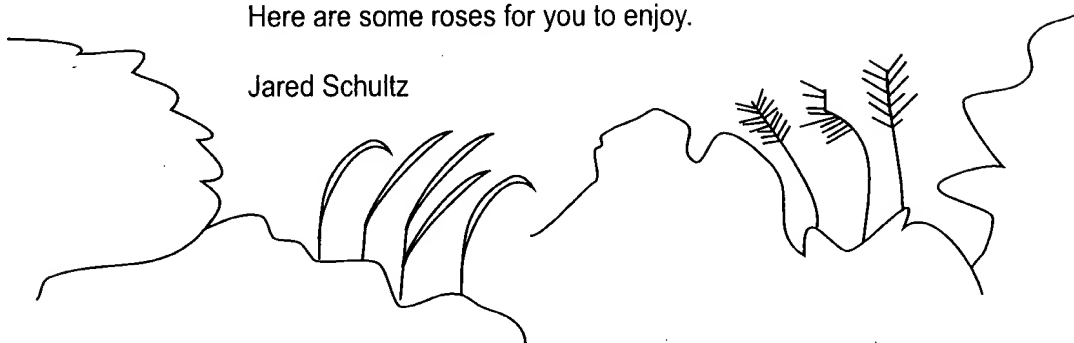
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## FIG. 2

Order: Blue Irises [20IRIS ST]  
Order Nr: JSCHU8113300 (Sheet 1 of 1)  
Quantity: 1  
Order Date: 23 April, 1998  
Deliver By: 24 April, 1998  
Ship To: Nicholas Rodgers  
Proflowers, Inc.  
8436 S. Yarrow St.  
Littleton, CO 80123 US  
Phone: 303-555-5555

Here are some roses for you to enjoy.

Jared Schultz



SHIPPER'S FEDEX ACCOUNT NUMBER



From: Phone: (303)415-9806

ProFlowers.com  
850 Mitten Rd.

Burlingame, CA 94010  
To: Phone: (303)555-5555  
NICHOLAS RODGERS  
PROFLOWERS, INC.  
8436 S. YARROW ST.

Littleton, CO 80123  
REF:JSCHU8113300 (1 of 1)



DELIVERY ADD KR33

TRK # 7900 7883 4884 PRIORITY OVERNIGHT

FORM ID: 0201

DEN

# WN BJC

801-CO-US

## FedEx.

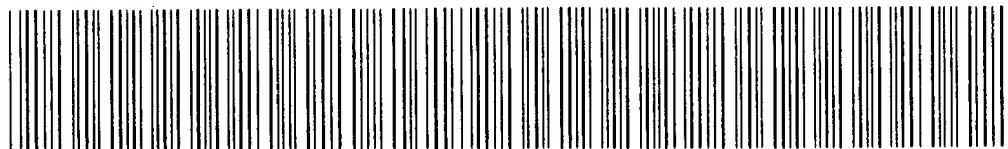
Federal Express

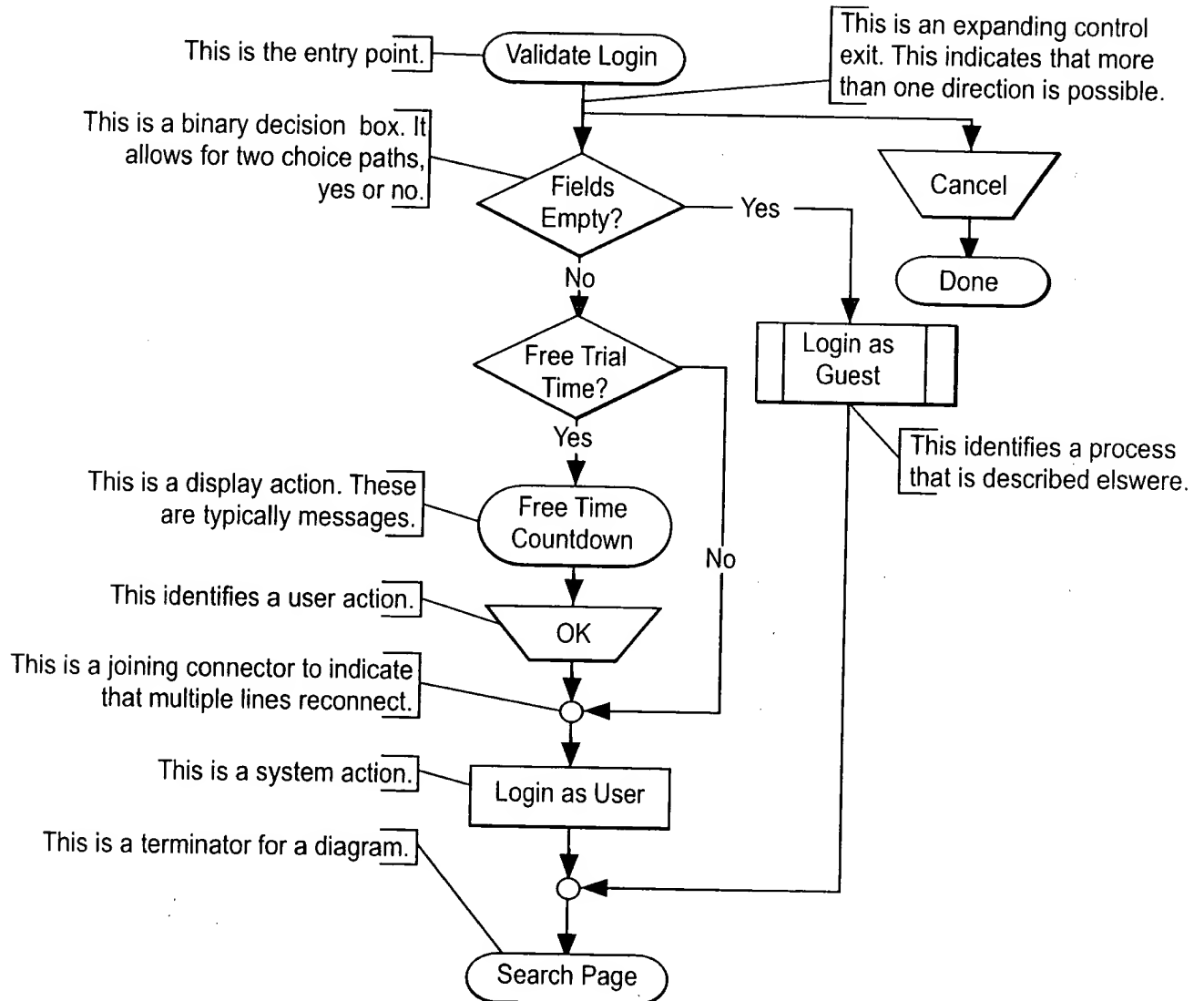
SHIP DATE:23APR98  
MAN WGT:5LBS.  
DIMMED:34X8X6

RELEASE#:  
6208951

FRI  
AI

Deliver by:  
24APR98

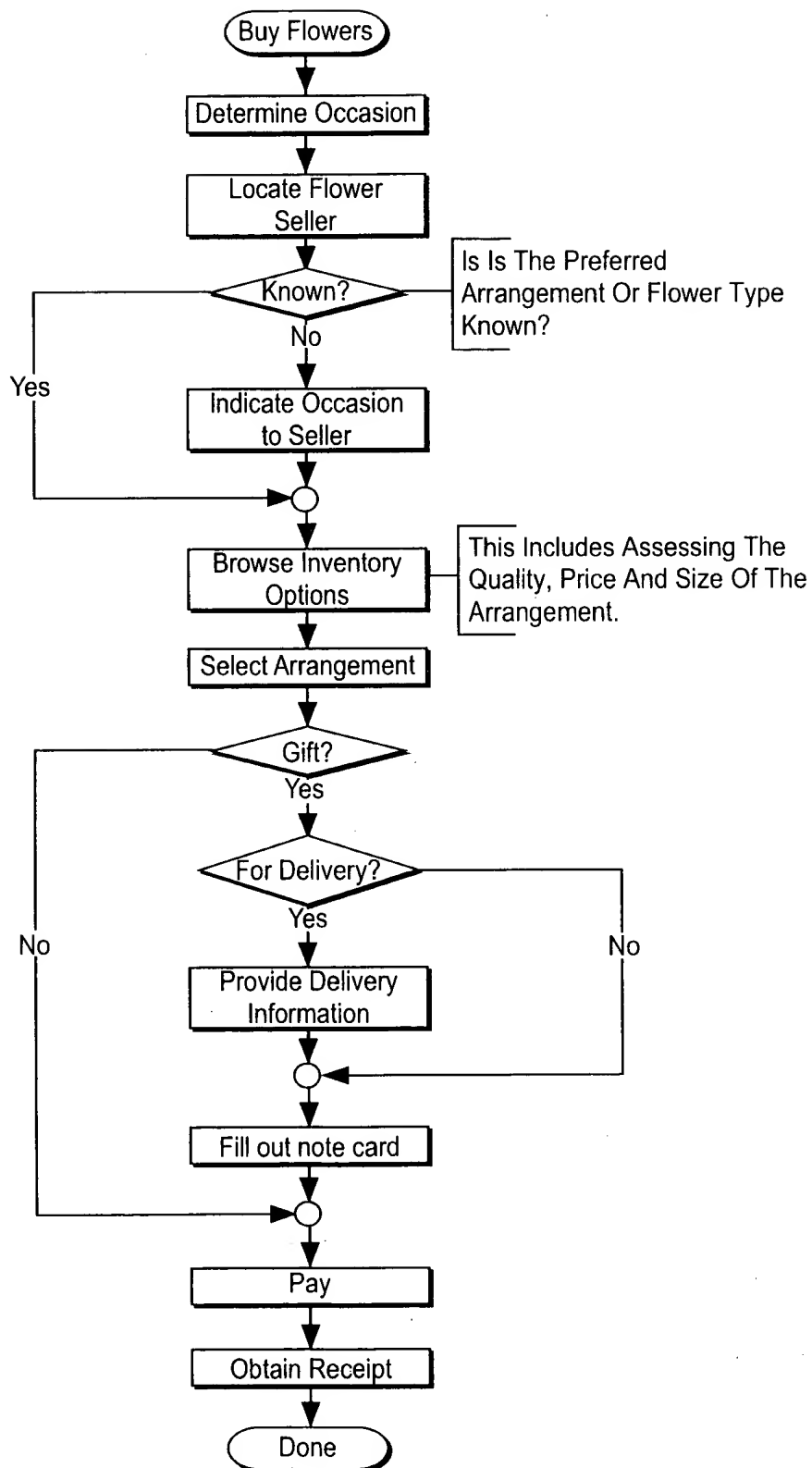


**FIG. 3**



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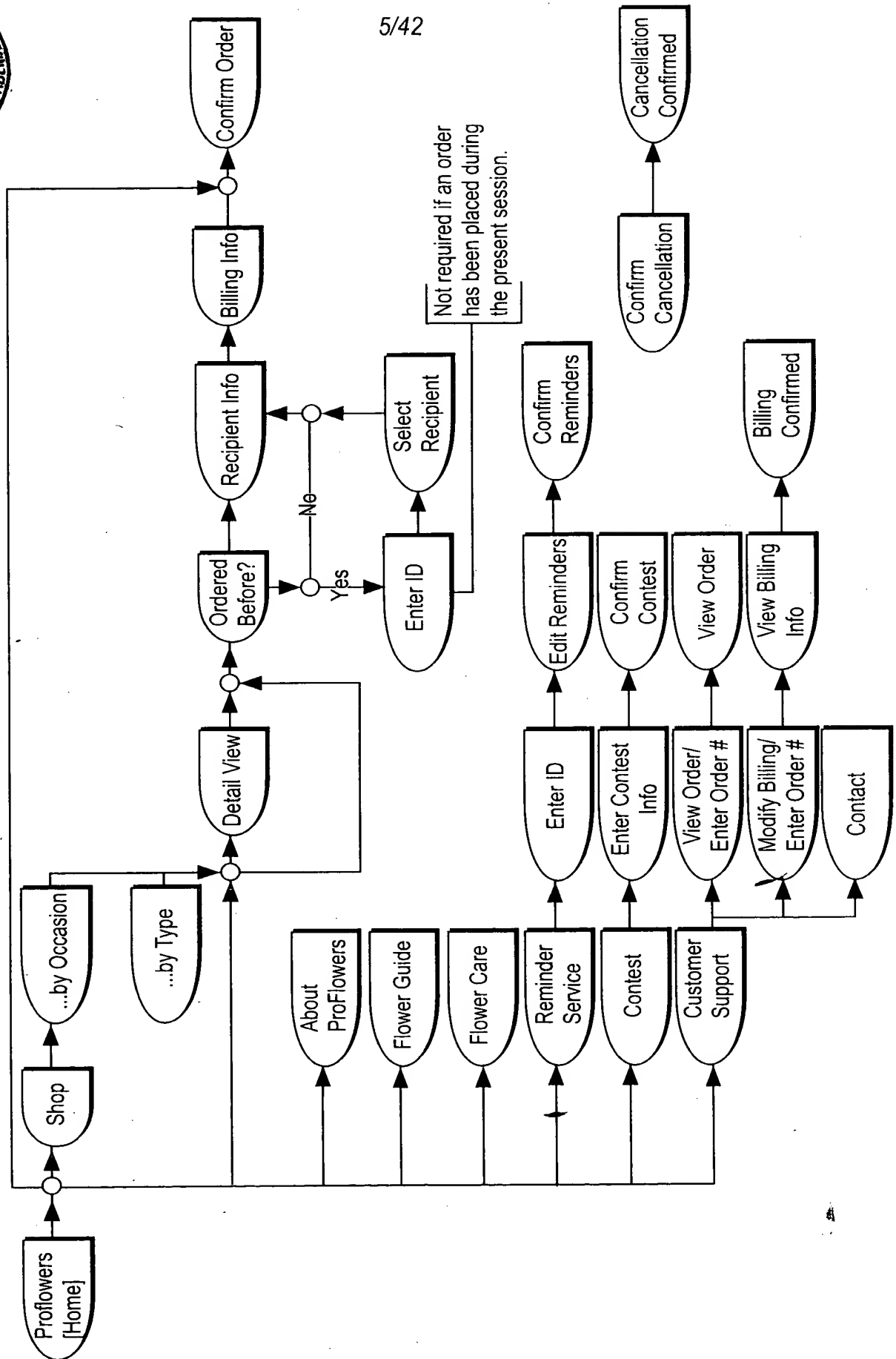
FIG. 4





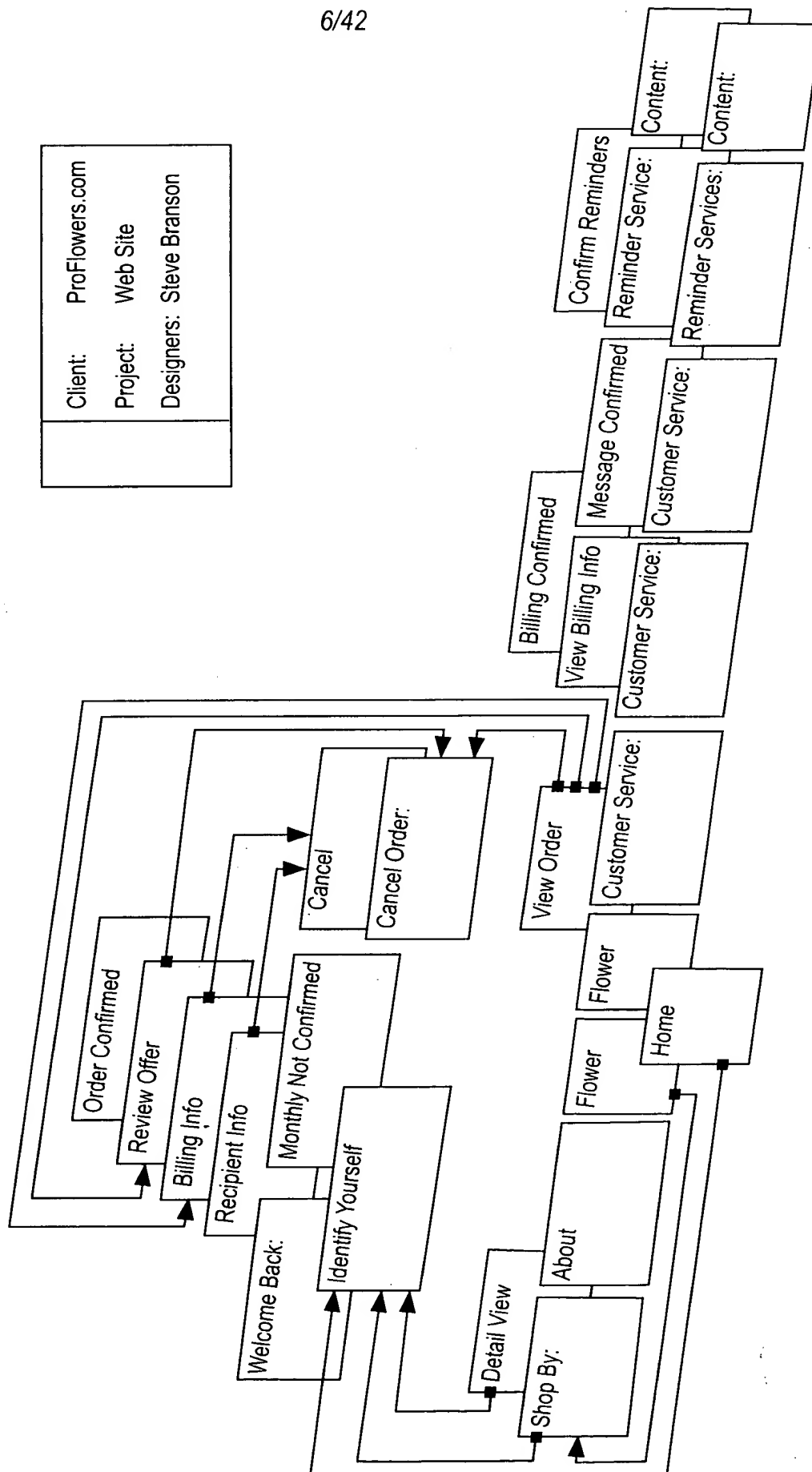
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FIG. 5





**FIG. 6**





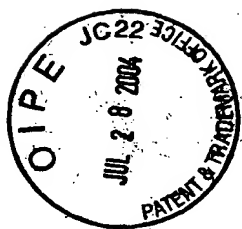
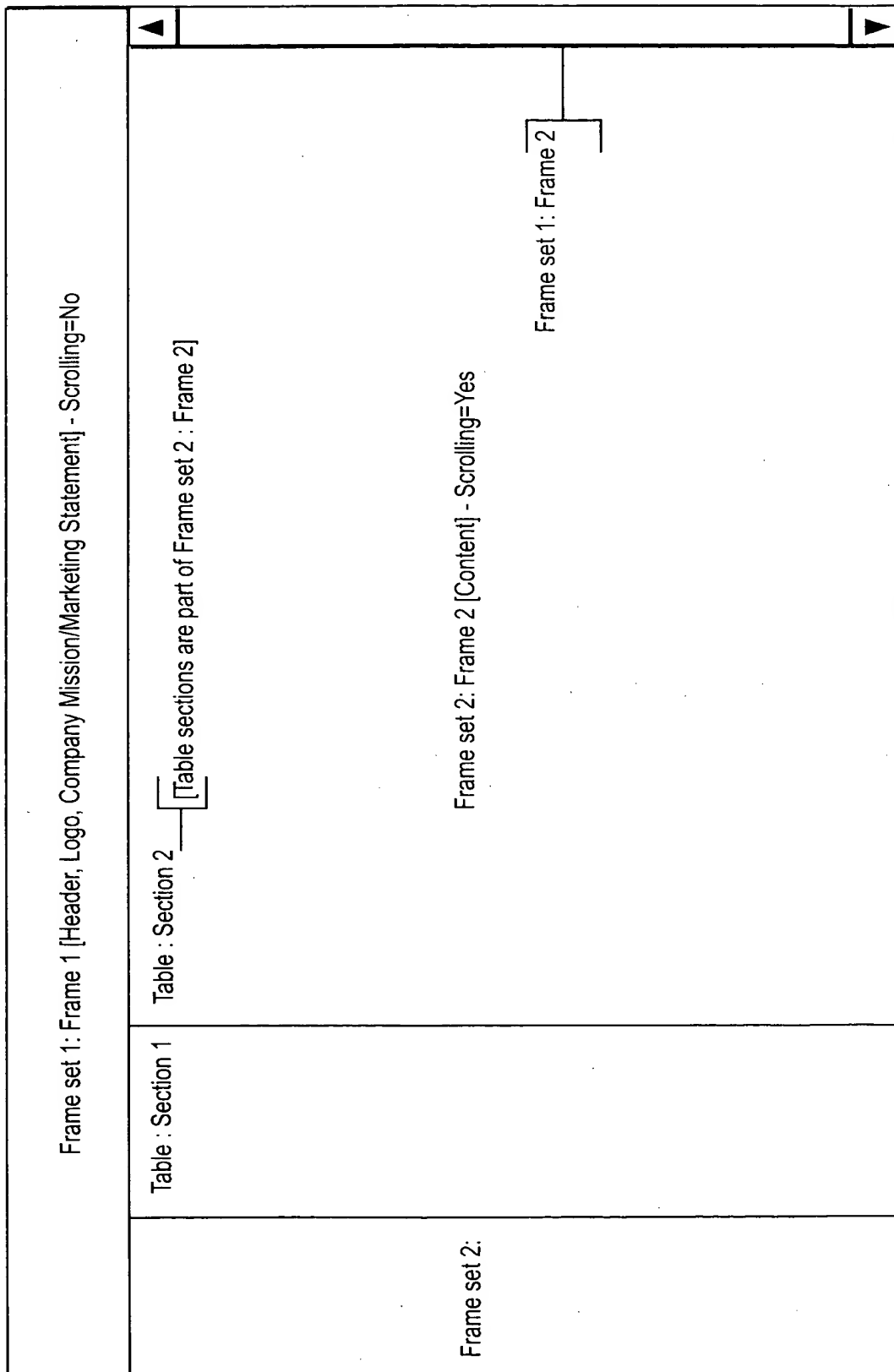
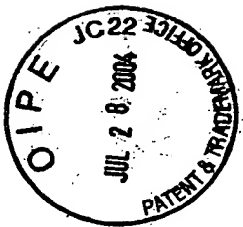


FIG. 8







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FIG. 9

# Proflowers.com

Shop:  
<select an occasion>  
or  
<select a flower type>  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

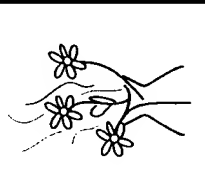
Customer Service:  
<select a service option>

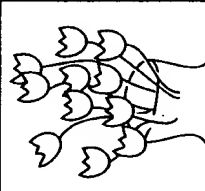
▶ Reminder Service

▶ Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

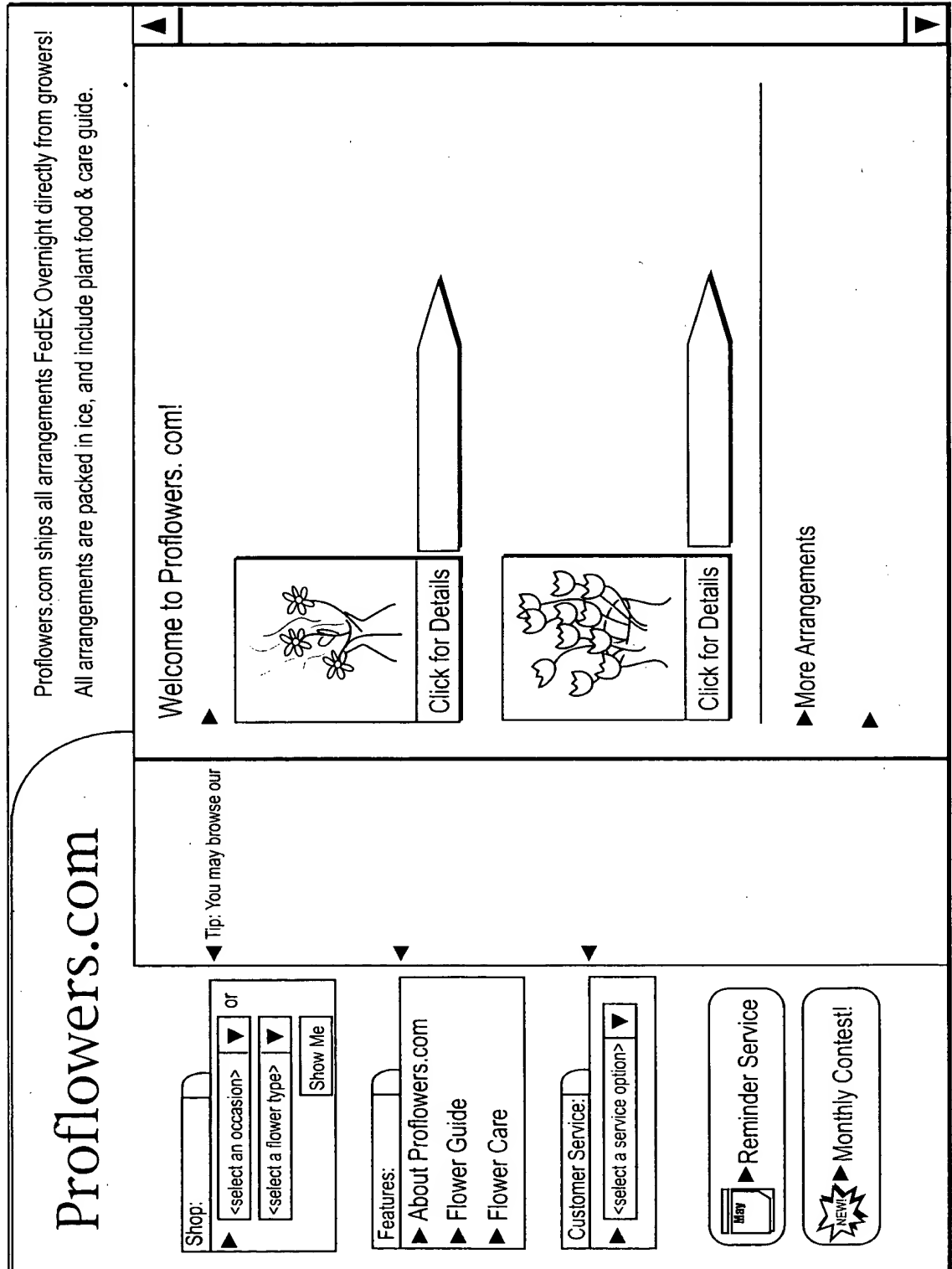
Welcome to Proflowers.com!

  
Click for Details

  
Click for Details

▶ More Arrangements

FIG. 10



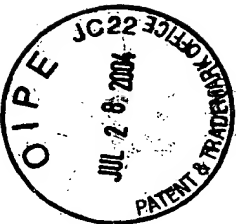
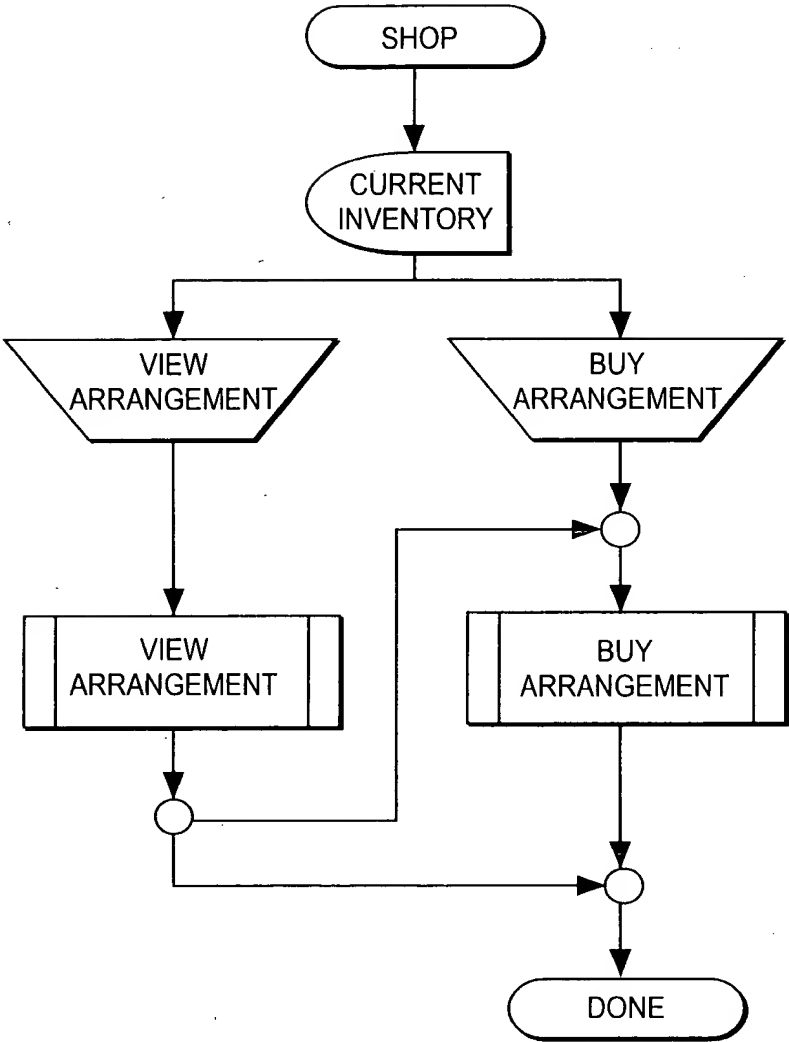


FIG. 11



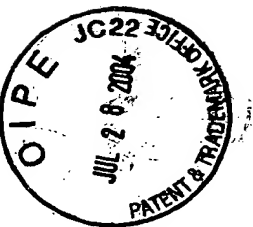
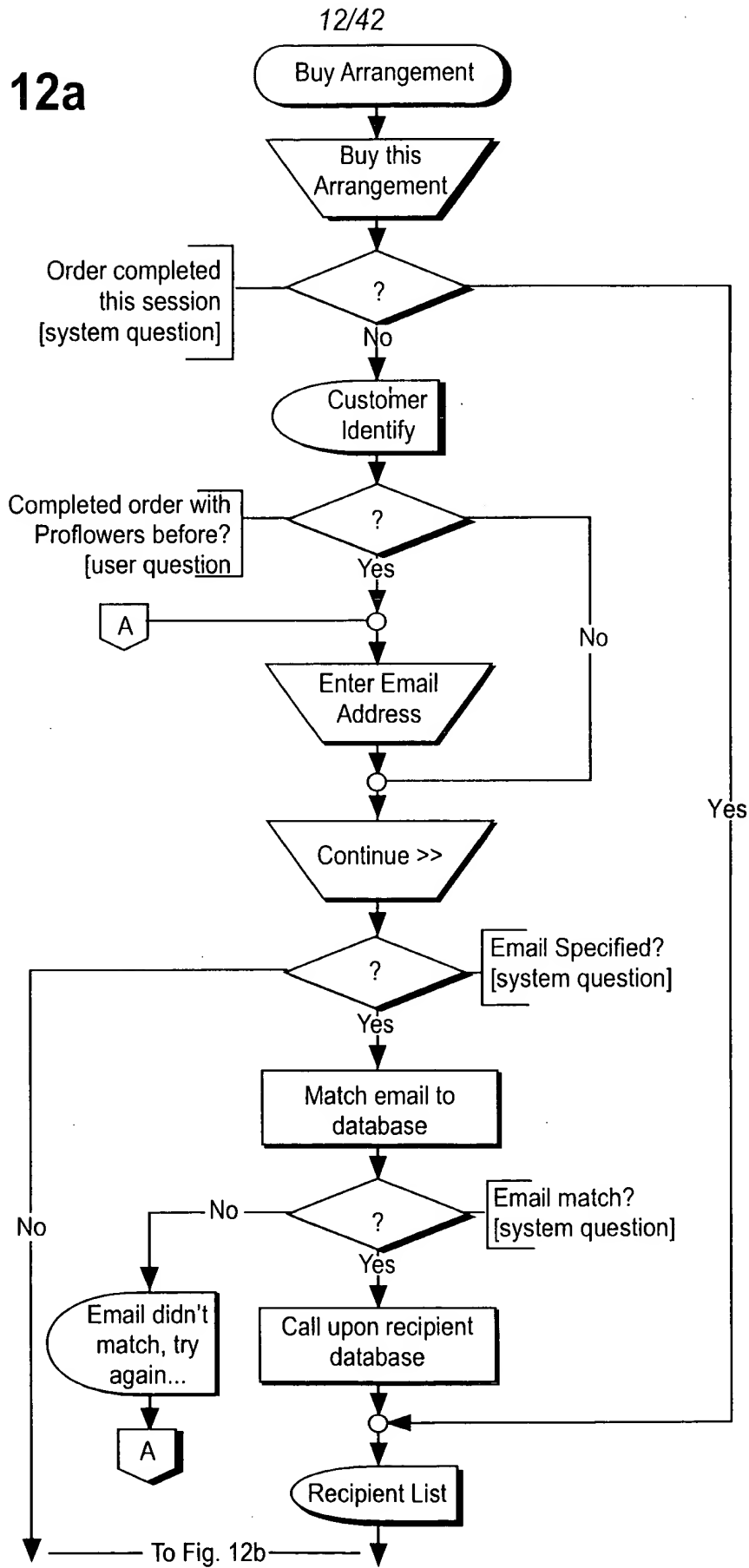
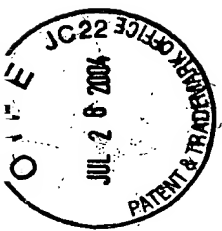


FIG. 12a

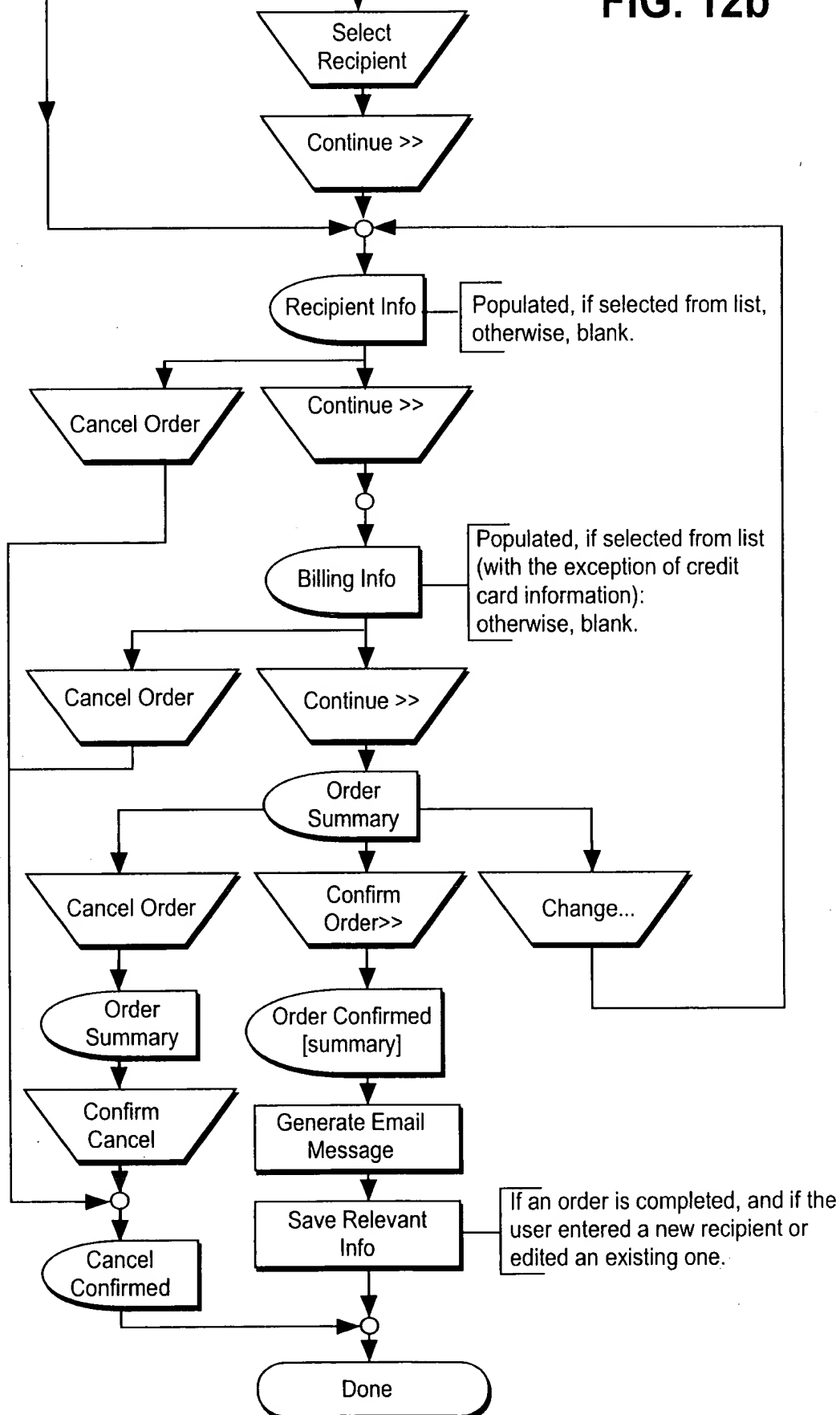




FROM FIG. 12a

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FIG. 12b



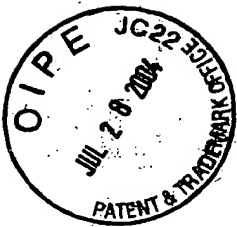


FIG. 13

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> <select an occasion> ▼ or <select a flower type> ▼

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option> ▼

May

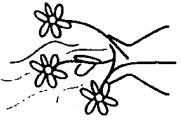
> Reminder Service

NEW!

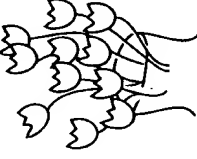
> Monthly Contest!

Home

> Shop by Occasion / Type : Occasion / Type Name



Click for Details



Click for Details

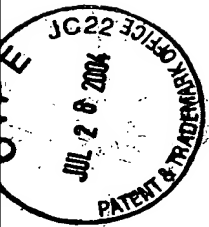


FIG. 14

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion> ▼ or <select a flower type> ▼

Show Me

Features:

► About Proflowers.com

► Flower Guide

► Flower Care

Customer Service:

<select a service option> ▼

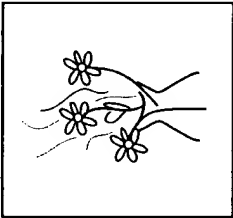
► Reminder Service

► Monthly Contest!

Home

Occasion / Type Arrangement Detail

An arrangement of



Perfect for Easter or

Compare At: \$39.99  
Our Price: \$29.95 plus S&H

Buy this arrangement

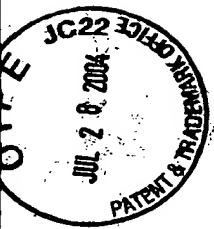


FIG.15

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>

May

> Reminder Service

NEW!

> Monthly Contest!

Home

Tell us who you are...

- > Placed an order before? Enter your email below:
- > New Customer? Just leave the space blank and click "Continue">>".

Your email address:

Continue>>

Proflowers.com feels strongly about our user's privacy.





FIG.16

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
▶<select an occasion>▼ or  
<select a flower type>▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶<select a service option>▼

▶ May ▶ Reminder Service  
▶ NEW! ▶ Monthly Contest!

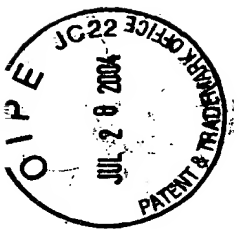
Home

Whoops!

▶ We were unable to locate your profile. If you think you might have  
Otherwise, just leave the space blank and click "Continue>>".

Your email address:

Proflowers.com feels strongly about our user's privacy.



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FIG. 17

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> <select an occasion> ▼ or <select a flower type> ▼

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option> ▼

May

> Reminder Service

NEW!

> Monthly Contest!

Home

Welcome back, User Name!

You have selected the Arrangement Name for \$29.95 plus S&H

Send this arrangement to: <select a recipient> ▼

Continue>>

> Tip: If you are sending this arrangement to someone new, select "New Recipient".



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FIG. 18

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
▶ <select an occasion> ▼ or  
▶ <select a flower type> ▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶ <select a service option> ▼


▶ Reminder Service

▶ Monthly Contest!

Home

Recipient Information (✓) : mandatory fields  
▶ Quantity:  arrangement(s) @ \$29.95 ea. plus S&H

▶ Card Message:  



To make sure the card prints

▶ Please ship to: Proflowers ships only to the United States, its Territories and Canada.

First Name:  ✓  
Last Name:  ✓  
Address 1:  ✓  
Address 2:  ✓  
City:  ✓  
State/Prov.:  ✓ Zip/Postal Code:  ✓

▶ Delivery Info:  
Deliver On: <select date> ▼ ✓  
☒ Okay to leave if recipient not present.  
Unchecking this option may cause delays leading to

Cancel this Order

Continue>>



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FIG. 19

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> <select an occasion> ▼ or <select a flower type> ▼

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option> ▼

May > Reminder Service

NEW! > Monthly Contest!

Home

Billing Information: (✓) : mandatory fields

> Please bill to:

First Name:  ✓

Last Name:  ✓

Address 1:  ✓

Address 2:  ✓

City:  ✓

State/Prov.:  ✓ Zip/Postal Code:  ✓

Phone:  ✓

> Billing Method:

Credit Card: <select card> ▼ ✓ Exp. Date:  (mm/yy) ✓

Cardholder:  ✓

Account #:  ✓

Your Credit Card information is stored on a separate server, and is completely secure.

> Email Address:

Your email address will be used to recall your saved profile and to notify you if there

☒ Please email me about special Proflowers.com offers and specials.

Cancel this Order

Continue>>



FIG. 20

# Proflowers.com

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

Reminder Service

Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

Review your order:

Please take a moment to review your order.

If the information is correct, click "Confirm Order>>" to complete your order.

Item:	Quantity:	Price:	Shipping:	Total:
Item Name	1	\$29.95	\$4.95	\$34.80

Ship to:

Card Message:

Delivery Date:

Recipient Name

Happy Holidays

4/20/98

Change...

Bill to:

Recipient Name

Change...

Cancel this Order

Continue>>

FIG. 21

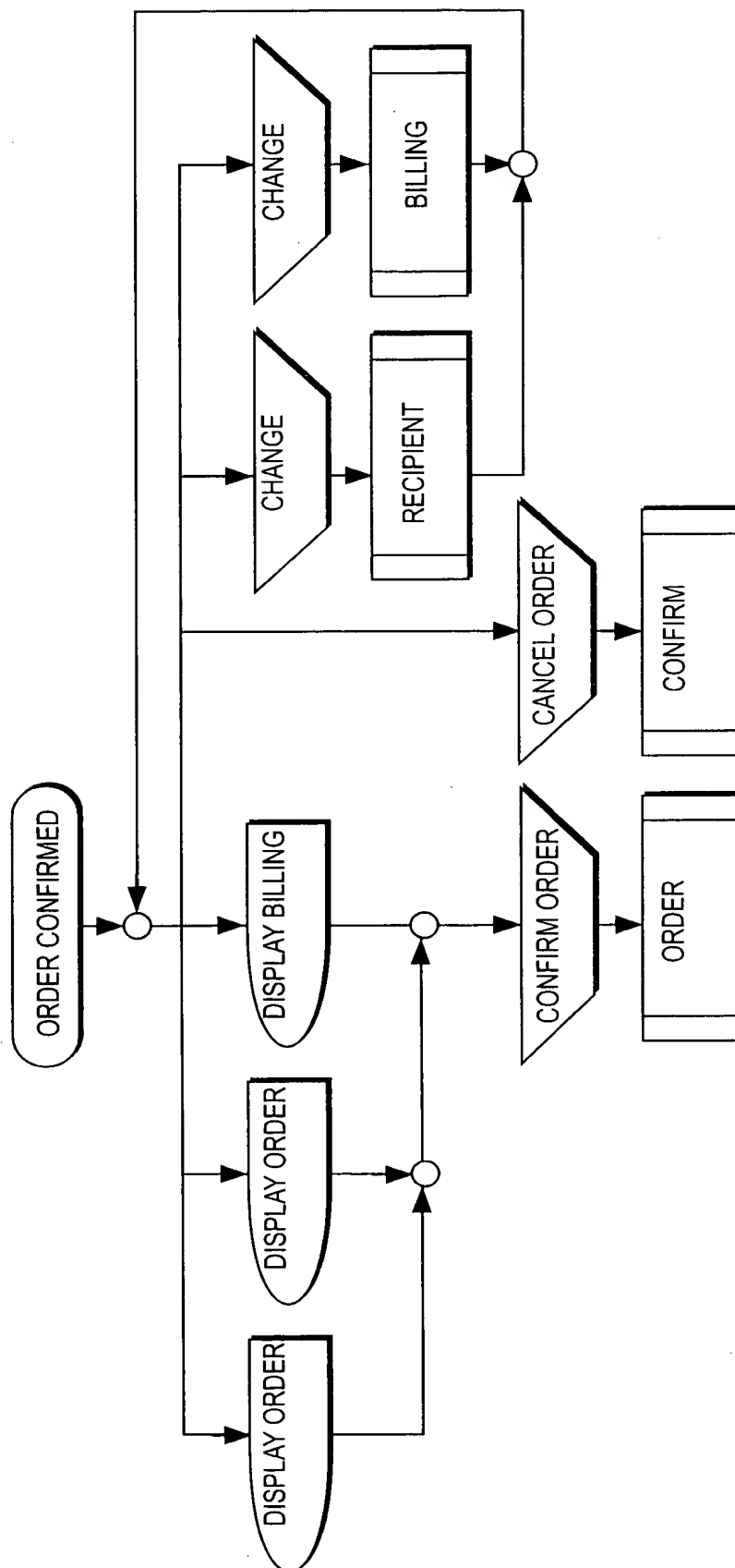


FIG.22

Shop:

> <select an occasion>

or

> <select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>

>

May

> Reminder Service

NEW

> Monthly Contest!

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

Order Confirmed:

Please print this page and keep it for your records.

You may track or review this order at a later time by

Order Number:

USERN898300

Item:	Quantity:	Price:	Shipping:	Total:
Item Name	1	\$29.95	\$4.95	\$34.80

Ship to:

Card Message:

Delivery Date:

Recipient Name

Happy Holidays

4/20/98

Bill to:

Recipient Name

Done

Place Another Order

FIG. 23

Proflowers.com

Shop:

> <select an occasion>

or

> <select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>

May

> Reminder Service

NEW!

> Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Home

> About Proflowers.com

Great Quality

Exceptional Value

We Appreciate Your Business

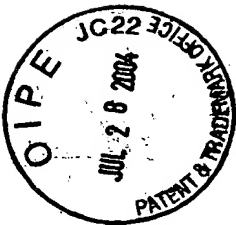






FIG. 24

# Proflowers.com

Shop:

<select an occasion>

>

or

<select a flower type>

>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>

>

Reminder Service

NEW!

Monthly Contest!

Home

> Flower Care

## FOUR STEPS TO LONGER LASTING BOUQUETS

Flowers are an important ingredient in the occasions of our lives,

1. Re-cut the end of each stem using a sharp knife or scissors.  
This prevents air pockets from forming inside the stems which
2. Use clean vases or containers.
3. Remove all leaves which will be under water in the vase.  
Submerged leaves will rot and create bacteria, shortening the
4. Add floral food, obtained in your shipping box, to the vase of water.  
Use the recommended amount for the size of your bouquet. Change the water

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.



FIG. 25

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

May

Reminder Service

NEW!

Monthly Contest!

Home

## Flower Guide

### The Rose

The rose is one of the oldest flowers known to man,

The Rose is the flower of love. It was created by

Quoted from Pickles, Sheila. The Language of Flowers (New York: Harmony Books, 1989.)

Red Roses

Red roses signify love, blah, blah, blah...

White Roses

White roses signify friendship and wellness, blah, blah, blah...

### The Tulip

Perhaps best known for their tulips, Holland has blah, blah, blah..."

Red Tulips

Red tulips signify undying devotion and love blah, blah, blah...

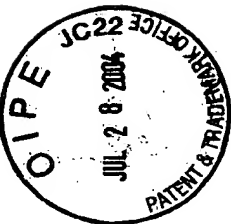
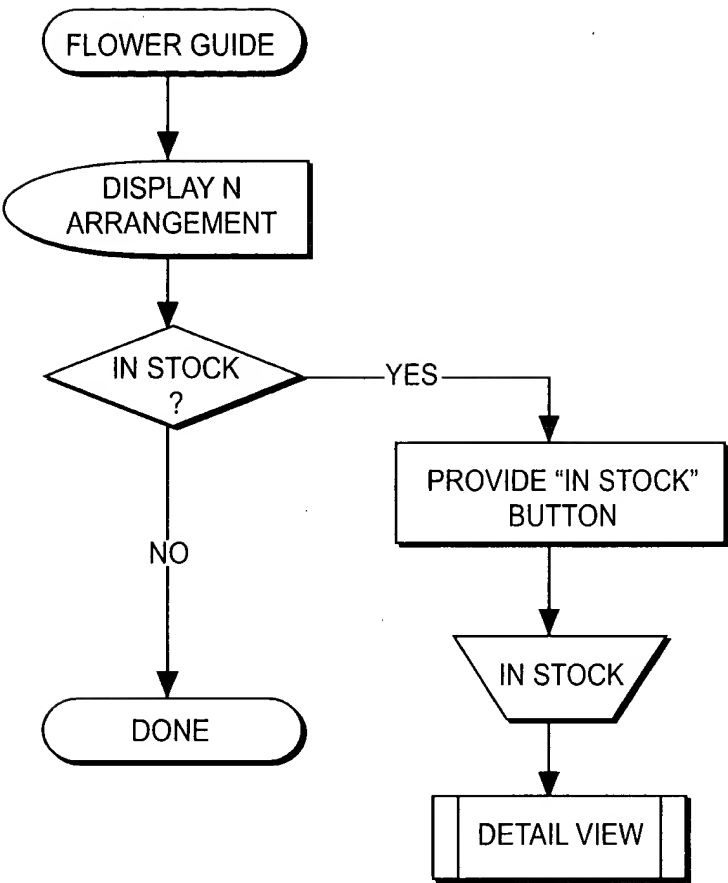


FIG. 26



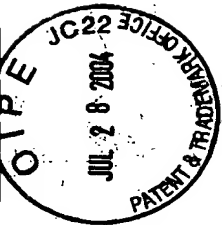


FIG. 27

# Proflowers.com

Shop:  
▶ <select an occasion> ▼ or  
<select a flower type> ▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶ <select a service option> ▼

▶ Reminder Service  
▶ Monthly Contest!

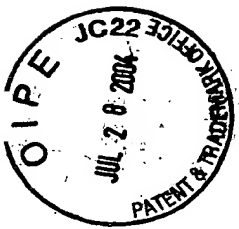
Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

▶ Customer Service : View Order

If you wish to check on your order's status or change any information,

Your Order Number:

☐ Remember: credit card information cannot be accessed from this web site.



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FIG. 28

# Proflowers.com

Shop:  
▶ <select an occasion> ▼ or  
<select a flower type> ▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶ <select a service option> ▼

▶ Reminder Service  
▶ Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

▶ Customer Service : View Order

Order Number:  
USERN898300

Order Status:  
Has not shipped

Item:	Quantity:	Price:	Shipping:	Total:
Item Name	1	\$29.95	\$4.95	\$34.80

Ship to:  
Recipient Name

Card Message:  
Happy Holidays

Delivery Date:  
4/20/98

Change...

Bill to:  
Recipient Name

Change...

Cancel Order

Done Viewing Order



FIG. 29

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
▶<select an occasion>▼ or  
▶<select a flower type>▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶<select a service option>▼

▶<Reminder Service>  
▶<Monthly Contest!>

Home

Cancel Order:  
▶ Please review your order and verify that you wish to Cancel this Order:  
Order Number: USERN898300 Order Status: Has not shipped  
Item: Quantity: Price: Shipping: Total:  
Item Name 1 \$29.95 \$4.95 \$34.80  
Ship to: Card Message: Delivery Date:  
Recipient Name Happy Holidays 4/20/98  
Bill to: Recipient Name  
Don't Cancel Order Cancel this Order



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FIG. 30

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

> <select an occasion>

or

> <select a flower type>

Show Me

Features:

> About Proflowers.com

> Flower Guide

> Flower Care

Customer Service:

> <select a service option>

> Reminder Service

> Monthly Contest!

Home

Order Canceled:

> Your order has been cancelled, and you will not be charged.

Done



FIG. 31

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

Reminder Service

NEW

Monthly Contest!

Home

> Customer Service : Modify Billing

Need to change your credit card or billing address?

Please enter the Order Number of the order for which

Your Order Number:

Continue>>

Remember: credit card information cannot be accessed from this web site.





FIG. 32

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  or

Show Me

Features:

- ▶ About Proflowers.com
- ▶ Flower Guide
- ▶ Flower Care

Customer Service:

▶

▶ Reminder Service

▶ Monthly Contest!

Home

Modify Billing Information: (✓) : mandatory fields

▶ Please bill to:  
Verify that your billing information is correct:

First Name:  ✓

Last Name:  ✓

Address 1:  ✓

Address 2:  ✓

City:  ✓

State/Prov.:  ✓ Zip/Postal Code:  ✓

Phone:  ✓

▶ Billing Method:  
If you received a notice that your card has been declined, enter new card information here:

Credit Card:  ✓ Exp. Date:  (mm/yy) ✓

Cardholder:  ✓

Account #:  ✓

Your Credit Card information is stored on a separate server, and is completely secure.

Cancel This Order

Continue>>



FIG. 33

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
▶ <select an occasion> ▼ or  
<select a flower type> ▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶ <select a service option> ▼

▶ Reminder Service

NEW ▶ Monthly Contest!

Home

Modify Billing Information : Confirmed

▶ Thank You!  
Your billing information was successfully updated, and we will

Done



FIG. 34

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
▶ <select an occasion> ▼ or  
▶ <select a flower type> ▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶ <select a service option> ▼

▶ Reminder Service

▶ Monthly Contest!

Home

▶ Customer Service : Contact Proflowers.com  
Proflowers, Inc.

▶ Got a question or complaint?  
▶ Want to modify or cancel an order?

Your Email:

If this id regarding a specific order, enter the order number here:  
Order #:

Message:

Cancel Message

Send Message



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FIG. 35

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

► About Proflowers.com

► Flower Guide

► Flower Care

Customer Service:

<select a service option>

► Reminder Service

NEW ► Monthly Contest!

Home

► Customer Service : Message Sent!

► Your message has been sent. You will receive a reply from

Done



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FIG. 36

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

May

Reminder Service

NEW!

Monthly Contest!

Home

▶ Reminder Service

Never miss another important flower day!

Register with our Reminder Service, and receive reminders and

Your email address:

Continue>>

▶ Tip: if you've already registered with the Reminder Service, enter your

Proflowers.com feels strongly about our user's privacy.

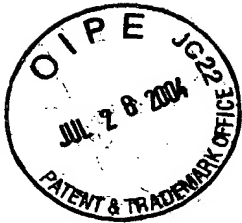


FIG. 37

Proflowers.com

Shop:

> <select an occasion> ▼ or <select a flower type> ▼ Show Me

Features:

> About Proflowers.com > Flower Guide > Flower Care

Customer Service:

> <select a service option> ▼

> Reminder Service

> Monthly Contest!

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

> Home > Reminder Service

Your Email: <your-email@domain.com>

> Reminders

Your reminder will appear in your email 2 weeks before the specified date.

> Tip: Is it a holiday? Just enter the holiday name and we'll do the rest! (Example: Mother's Day)

Occasion:

	mm	/	dd
Mother's Day	05	/	10
		/	
		/	
		/	
		/	
		/	
		/	
		/	

> Cancel > Save Reminders



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FIG. 38

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

<select an occasion>

or

<select a flower type>

Show Me

Features:

About Proflowers.com

Flower Guide

Flower Care

Customer Service:

<select a service option>

Reminder Service

NEW! Monthly Contest!

Home

> Reminder Service : Confirmed!

Your Email: your-email@domain.com

> Reminders:

Your reminder will appear in your email 2 weeks before the specified date.

Occasion:

Mother's Day

Spouse's Birthday

mm / dd

05 / 10

08 / 29

Done

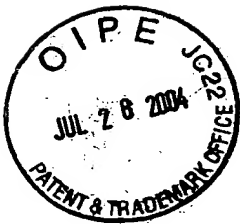


FIG. 39

# Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
▶ <select an occasion> ▼ or  
<select a flower type> ▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶ <select a service option> ▼

▶ Reminder Service

NEW! ▶ Monthly Contest!

Home

▶ Monthly Contest

FREE ROSES FOR MOTHER'S DAY

Submit a brief story to us (no longer than one paragraph) about how

▶ Entry Form: (✓) : mandatory fields

First Name: ✓  
Last Name: ✓  
Email Address: ✓  
Phone: ( ) ( ) ✓  
Your Story: ✓

Submit Entry





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FIG. 40

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
▶ <select an occasion> ▼ or  
▶ <select a flower type> ▼  
Show Me

Features:  
▶ About Proflowers.com  
▶ Flower Guide  
▶ Flower Care

Customer Service:  
▶ <select a service option> ▼

May ▶ Reminder Service  
NEW! ▶ Monthly Contest!

Home

▶ Monthly Contest : Entry Confirmed!

Thank you for your contest entry.  
We will contact you if you are a winner!

First Name:

Done

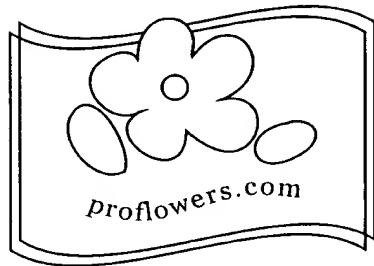


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## FIG. 41

AFFILIATES PROGRAM

<http://www.proflowers.com/cfm/affiliates.cfm/>



### affiliates program

### Join the Proflowers Affiliates Program

Earn commissions of between 7% and 10%!

Select an Occasion ▼  
Select a Flower Type ▼  
More Arrangements... ▼

Show Me!

- Home
- About Us
- Flower Guide
- Flower Care
- Shipping Info
- Reminder Service
- Customer Service
- Monthly Contest
- Track/Modify Order
- How to Order



Customer Survey

Chocolates ▼

vote

results

Flowers are a wonderful way to mark a special occasion or holiday and to say "I love you," "Congratulations," "Get Well," "Happy Birthday," "Happy Anniversary," or "Keep up the good work!" Flowers are also a big business. In 1996, American consumers purchased almost \$14 billion of flowers.

With Proflowers, you can offer your Web site visitors beautiful fresh cut flowers and specially designed arrangements that are shipped direct from the grower via FedEx Priority Overnight. A fully automated system provides a direct link between the grower and FedEx, and the savings are passed along to the consumer. Your Web site visitors will save between 30% and 40% compared with other flower sites on the Internet.

Proflowers is pleased to announce that [bluemountain.com](http://bluemountain.com), the leading electronic greeting card site, has joined the Proflowers affiliate network.

What you need to join the Proflowers Affiliate Network:

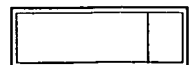
1. Read our Affiliate Network Agreement.
2. Complete the online application.
3. If you're accepted, we'll send you all the information that you need to get started.

[Frequently Asked Questions](#)

[Application Form](#)

[Affiliate Network Agreement](#)

Proflowers has been awarded a three star rating (the highest possible!) from [Refer-It](#), a leading affiliate rating service.



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